

REMARKS

Claims 1- 29 are pending. Reconsideration of the Examiner's rejection of these claims is respectfully requested in light of the following remarks.

Applicants thank the Examiner for his review and consideration of the documents submitted by applicants in the Information Disclosure Statements submitted on June 10, 2002; June 12, 2003; July 18, 2003; and July 30, 2004, and for return of the initialed and signed PTO-1449 forms on which the documents were listed. However, applicants also submitted an Information Disclosure Statement on December 9, 2005, citing and listing four (4) documents. Applicants respectfully request that these documents be considered as well, and that the corresponding PTO-1449 be initialed and returned indicating such consideration.

Turning now to the art rejections, claims 1-29 have been rejected under 35 U.S.C. § 103(a) based on U.S. patent application publication 2002/0003162 to *Ferber, et al. (Ferber)* in view of U.S. patent application publication 2002/0077892 to *Goring*. This rejection is respectfully traversed.

Ferber is directed to the delivery of targeted marketing advertisements to users of automated service machines. Upon receiving information regarding the identity of a user, an advertising server retrieves the profile of that user and selects a particular advertisement from an advertisement database based on the user profile. The targeted advertisement is then presented to the user in any of a variety of ways including printing the advertisement on a receipt or the like. If the targeted advertisement is to be printed, the printer type may be considered in selecting the advertisement. See, *Ferber*, paragraph [0024]. This broad statement regarding consideration of printer type, which appears to be the essence of the Examiner's rejection, does not teach the details of the independent claims. The description in *Goring* regarding a method and system for printing of images on receipts and coupons is likewise silent as to details that appear in the independent claims.

Independent claim 1, which is directed to an apparatus for generating logo data, recites a control data receiving unit configured to receive control data

including specific settings data and model identification data identifying a model of one or more target printers in which the logo data is stored. As the claim further recites a reading unit reads, based on the model-identification data, model-specific data for the target printer(s) from respective model-specific data stored for a plurality of printer models. Then, a logo data generating unit generates the logo data by processing source data based on the read model-specific data or based on the received control data. Independent method claim 14 recites this processing in steps (b), (c) and (d), and independent data storage medium claim 20 specifies program instructions (b), (c) and (d) for carrying out such processing.

Ferber's general statement in paragraph 0024 that "the advertising server 104 may select the targeted advertisement based upon characteristics and/or conditions at the automated service machine 100 such as, current time, location of the automated service machine 100, printer type, display type, etc." falls well short of teaching, much less disclosing, the claimed processing described above. The remainder of *Ferber* also lacks any disclosure or teaching of the claimed processing.

Goring does not offset the deficiencies of *Ferber*. *Goring* provides a system and method for configuring and printing graphic or image advertisements on receipts. Image files or links to them are stored in a database. The images/graphics may be selected based on the particular transaction or other transactional behavioral characteristics of the customer. However, there is nothing in *Goring* regarding the details of claims 1, 14 and 20 noted above.

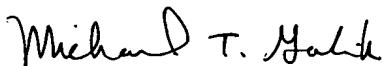
As for independent claim 26, the logo generating system of that claim has a memory for storing a printer model name and a predetermined number of printable colors, and print resolution of the printer model. The system further comprises a selection unit for selecting a target printer for printing out logo data from among the printer model names displayed on the display unit, which also displays the number of printable colors, and print resolution stored in memory. The claim further recites a logo data generating unit for processing source data to create logo data for printing based on the model name of the target printer

selected by the selection unit and the number of printable colors, and print resolution of the selected target printer. As pointed out above, the combination of *Ferber* and *Goring* does not disclose nor teach such processing.

The other remaining claims are all dependent claims, and applicants respectfully submit that each of these claims is allowable for at least the same reasons as the corresponding independent claim.

In view of the foregoing amendments and remarks, Applicants respectfully request favorable reconsideration of the present application.

Respectfully submitted,


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